



# *Travel meta search*

*What is coming next and  
how to get involved*

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# Agenda



- *25 years of the internet and travel*
- *Directflights.com - What is meta-search?*
- *Meta-search trends*
- *Opportunities*
- *Challenges*
- *The Future*
- *How to get involved*



# 25 years of the internet and travel

**1989** British scientist [Sir Tim Berners-Lee](#) submits his proposal for the web

**1994** Travelweb creates the first catalogue (and later booking system) of hotels.

**1995** Internet Travel Network (ITN) sees first airline booking over the web.

[Lonely Planet](#) makes its first tentative steps into online publishing.

**1996** [Microsoft](#) creates a division to tackle the growing enthusiasm for travel ??

Larry Page and Sergy Brin discover a new way to catalogue everything on the web with a search engine called [Google](#).

[EasyJet](#) and [Ryanair](#), new low cost carriers entering the market in Europe, push their respective websites as the primary way to book flights.

**1998** ?? becomes the iconic ecommerce brand of the period, launching its playful online travel agency in Europe.

**1999** FareChase triggers what eventually became a major online travel shopping process – metasearch. Led to Sidestep, Skyscanner, Kayak et al.

\* Source Guardian 2014



# 25 years of the internet and travel

**2000** The pizza parlour-dwelling review service ?? is launched

**2004** [Priceline](#) starts down the road on which it eventually gives it a mighty position in the travel ecosystem – buying Active Hotels and Booking.com

Harvard student Mark Zuckerberg launches [Facebook](#), the social network that inspired generations to live their lives (and travels) on the web.

**2007** [Apple](#) unveils its first foray into mobile communications with the iPhone, bringing access to the web from a handset to the masses. Thousands of travel-related apps follow.

**2008** AirBedAndBreakfast (later renamed to [Airbnb](#)) leads the charge of a second wave of online travel brands, bringing short-term travel rentals online

**2009** [Twitter](#) takes hold and inspires real-time messaging and engagement between travellers and travel brands.

**2010** [Google](#) ramps up its interest in the industry and [buys ITA Software](#).

**2011** [HotelTonight](#) [leads the wave](#) of travel brands which probably could not have existed before mobile services kicked in – same-day booking of hotels

**2013** – [Meta search](#) becomes the buzzword of the year.



# ***About us***



- ***UK based meta search site***
- ***Directflights.com Launched 2010***
- ***We compare flight providers***
- ***Also hotel, holiday and car hire***
- ***Mobile App launched in 2013***
- ***International launch – USA, India, France, Germany***
- ***Part of Worldwide Media Direct PLC***



# Meta search



- ***The fastest growing channel for travel shopping***
- ***\* % of travellers using meta-search for travel shopping***
  - ***18% 2012***
  - ***28% in 2013***
- ***Why? Rate disparity hotels and flights***
- ***Travellers like all consumers want a deal.***
- ***Advertiser perspective – cost effective way of driving targeted traffic***

***\* Source PhocusWright online travel survey 2013***



# Meta-search trends



- **Meta-search Mega deals**

- Priceline – Kayak \$1.8 billion
- Expedia – Trivago – \$800 million
- Skyscanner – Investment from Sequoia - \$800million
- Qunar – Chinese meta search raised \$167 million in US offering on Nasdaq



# Meta search trends



- **Booking**

- *Kayak have explored this*
- *Tripadvisor – reviewing booking functionality*
- *‘Assisted’ booking*
- *More prevalent on mobile – consumers want to stay and book with a site and brand they are familiar with*

- **Movement into other verticals**

- *Flights – margins tight. Europe dominated by low cost carriers*
- *Holidays (dynamic packaging v complex)*
- *Hotel search more lucrative – higher cpc’s*





# *Opportunities to work with meta*

- ***Listing in Flights live results (OTA/Airlines)***
  - *Need live bookability and api*
  - *Means of driving targeted traffic to your website*
  - *Commercials – CPC some CPA*
  - *Compliment google activity – SEO long term and risky??*
  - *Fully transparent – realtime tracking*
  - *Bidding on more profitable routes*



# *Opportunities to work with meta*

- ***Homepage placement***
  - *Lower cpc, higher volume*
  - *Api not required*
  - *Bidding system, ability to set budget caps*
- ***Display ads/newsletters etc***
  - *CPM/CPC*
- ***Holidays/Hotels/Car hire***
  - *White labelling suppliers*
  - *Now moving to own technology*



# *The future of meta*



- ***Mobile is huge for meta search sites. This is the future***
  - ***Tripadvisor 82 million app downloads***
  - ***Skyscanner 25 million app downloads***
  - ***Directflights.com....getting there***
  - ***Increasing levels of research***
  - ***Key is conversion***
  - ***Kayak (2012) 17% searches from mobile 2% of revenue***



# Mobile and meta..



- **Interest is there –**
  - *Interest to buy tickets via mobile 2012 – 63%, 2013 70%*
- **Usage still relatively low (air transport)**
  - *Only 5% use mobile device to access check in, for booking and other air services*
- **What we are seeing**
  - *More usage that ever before*
  - *Cross platform opportunities e.g. research via mobile, book later via phone/labtop*
  - *Multi screen consumer. 89% of travel activities start on 1 device and finish on another*
  - *As a meta-search site you must cater for that – booking later click to call*

*\* SITA Air Transport world passenger trends*



# *Mobile opportunities*



- *Don't need an app*
- *Need a mobile or responsive designed site*
- *API – live data feed*
- *Cost per call opportunities*



## ***Meta search – the future***

- ***Not just price***
- ***Improve consumer experience***
- ***Directflights Smartscore – wifi, entertainment, carbon footprint and legroom***
- ***Customised results based on your preferences***
- ***Content vs clutter***
- ***Semantic search***
- ***International growth – UK competitive and crowded. Looking east***



# *In Summary – how to get the most of meta*



- *Get the basics right – ensure rates are accurate, tracking is working, deeplink to results*
- *Select profitable routes/destinations*
- *API – **Speed** and Accuracy*
- *Mobile – mobile site, responsive design*

